

Agenda

- 9.00am **Registration & breakfast**
- 9.30am **Welcome**
[Fedelma Good](#), Director, Information, Policy & Strategy, Barclays [@Barclays](#)
- Keynote Addresses**
- 9.45am [Baroness Neville-Rolfe DBE CMG](#), Parliamentary Under Secretary of State, DCMS [@DCMS](#) [@LNevilleRolfe](#)
- 10.15am [Christopher Graham](#), Information Commissioner, ICO [@ICOnews](#)
- 10.45am **Break**
- 11.15am **Get ready for GDPR by building trust with customers on the use of data**
[Chris Combemale](#), CEO, DMA Group [@DMA_UK](#)
- 11.45am **No more trade-offs: achieving innovative growth & user trust in the data-driven economy**
[Liz Brandt](#), CEO, Ctrl-Shift [@321CtrlShift](#)
[Sinead Connolly](#), Facebook [@facebook](#)
- 12.15pm **RNLI: The journey to Opt In.**
[Helen Hopkins](#), Product Marketing & Innovation Manager, RNLI [@RNLI](#)
- 12.30pm **Panel discussion**
[Jonathan Carter](#), Head of Strategy & Consulting EU, Acxiom & Chair of DMA Data Council [@jsdcarter](#)
[Rosemary Smith](#), Director, Opt 4 [@Optfour](#)
[Adam Williams](#), Managing Director, DBS Data [@DBSData](#)
[Helen Hopkins](#), Product Marketing & Innovation Manager, RNLI [@RNLI](#)
[Liz Brandt](#), CEO, Ctrl-Shift [@321CtrlShift](#)
[Sinead Connolly](#), Facebook [@facebook](#)
- 1.00pm **Closing comments**
[Fedelma Good](#), Director, Information, Policy & Strategy, Barclays [@Barclays](#)
- 1.10pm **Lunch & networking**